

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

507 FIFTH AVENUE • NEW YORK • VANDERBILT 6-6075

March 26, 1941

Mr. Henry Grant Theis
Princeton Broadcasting Service
Princeton University
Princeton, New Jersey

Dear Hank:

The enclosed contract has been signed for the Princeton Broadcasting Service.

When I called you yesterday, I did not check on the eight o'clock Spot and if that time is not satisfactory, please give me an immediate check.

As is the standard practice, I would like you to send me an affidavit after each series of broadcasts stating the times at which the Spots were put on the air.

Two copies of the contract are enclosed. Please sign and return one, keeping the other for your own record. Your net on this contract will be 50% of the stated price; billing will be made from this office. If we can show results on this contract, I am sure that you can expect a much larger one in the Fall. It would be advisable, therefore, to give this advertiser a good merchandising program if you have the facilities to do so.

The Finchley representative has been advised to check on these broadcasts.

You will find enclosed a Finchley folder; all items of which should be plugged. The feature for these broadcasts should be the Foursome Special on the center page. Please send me copies of these announcements to keep for Finchley records.

I am looking forward to seeing you during your vacation.

P.S. Finchley rep. is Mr. Richard C. Kendrick
and he will be on campus at Nassau Barber
shop April (3, 4), (12, 18) ^{May} 1, 2 (1, 2)

LMB:M
Encl.

Regards,

Louis M. Bloch Jr.
MANAGER

Plug on every broadcast
at least once of date
corresponding to that program